

What is Claimed Is:

4. The method of Claim 3, wherein the channel portion further indicates selectable channels.

1 5. The method of Claim 3, wherein the channel portion selectable channels
2 are organized according to a sort selected from the group comprising
3 alphabetical order, wherein each of the selectable channels is associated with a
4 unique alphabetical designator,
5 numerical order, wherein each of the selectable channels is associated with a
6 unique numerical designator
7 implicit user preference;
8 explicit user preference; and
9 at least one category, wherein at least some of the selectable channels are
10 members of the at least one category.

1 6. The method of Claim 3, wherein the menu guide content portion is
2 synchronized with the channel portion so that the menu guide portion presents media
3 program information regarding at least one media program available during the first
4 daypart on the active channel.

1 7. The method of Claim 3, wherein:
2 the method further comprises the step of accepting a selection of one of the
3 selectable channels as the active channel; and
4 the step of presenting the menu guide comprises the step of providing the menu
5 guide comprising the menu guide content portion presenting media program information
6 regarding at least one media program available during the first daypart on the active
7 channel.

1 8. The method of Claim 2, wherein the menu guide further comprises a
2 picture in guide (PIG) portion.

1 9. The method of Claim 8, wherein the PIG portion presents media content
2 for an active media program, wherein the active media program is a media program
3 currently provided on the active channel.

1 10. The method of Claim 8, wherein the PIG portion presents media program
2 information regarding the media program currently provided on the active channel.

1 11. The method of Claim 2, wherein the menu guide content portion
2 comprises:
3 a first portion of the media program information describing at least one media
4 program available during the first daypart on the active channel.

1 12. The method of Claim 11, wherein the menu guide content portion
2 comprises:
3 a plurality of portions of the media program information describing a respective
4 plurality of media programs available during the first daypart on the active channel.

1 13. The method of Claim 12, wherein the plurality of portions of the media
2 program information describe all of the media programs available during the first daypart
3 on the active channel.

1 14. The method of Claim 12, wherein the plurality of portions are scrollable
2 and each of the plurality of portions are selectable.

1 15. The method of Claim 12, further comprising the step of:
2 accepting a command to select one of the plurality of media programs available
3 during the first daypart on the active channel; and
4 presenting further media program information further describing the selected one
5 of the media programs.

1 16. The method of Claim 2, wherein the menu guide further comprises an
2 advertising content portion having advertising content.

1 17. The method of Claim 16, wherein the advertising content is determined by
2 a provider of the media program provided on the active channel.

1 18. The method of Claim 16, wherein the advertising content is contextually
2 related to the media program provided on the active channel.

1 19. The method of Claim 16, wherein the advertising content is determined
2 according to user preferences.

1 20. The method of Claim 16, wherein the advertising content is determined
2 according to user viewing habits.

1 21. The method of Claim 16, wherein the advertising content is determined
2 according to the first daypart.

1 22. The method of Claim 16, wherein the advertising content is user-selectable
2 and selecting the advertising content initiates contact with a vendor.

1 23. The method of Claim 2, wherein the menu guide content portion
2 comprises a plurality of portions of the media program information describing a
3 respective plurality of media programs available during the first daypart on the selected
4 channel, and the method further comprises the steps of:
5 accepting a command to activate the menu guide content portion for navigation;
6 accepting a command to scroll through the plurality of portions of the media
7 program information describing the respective plurality of media programs; and
8 accepting a command to select one of the plurality of media programs.

1 30. The method of Claim 1, further comprising the steps of:
2 accepting a selection of a second daypart from the media program information
3 space; and
4 providing a second menu guide, the second menu guide comprising the menu
5 guide content portion presenting at least some of the media program information
6 describing at least one media program scheduled to be available on an active channel
7 during the second daypart.

1 31. The method of Claim 30, wherein:
2 the selected second daypart is temporally distant from the first daypart by a time
3 period selected from the group comprising:
4 a daypart;
5 a day;
6 a week;
7 a month; and
8 the step of accepting a selection of the second daypart comprises the step of
9 selecting a single user input.

1 32. The method of Claim 30, wherein the step of accepting a selection of a
2 second daypart from the media program information space comprises the steps of:
3 activating the menu guide content portion of the menu guide for navigation;
4 accepting a selection of a media program scheduled to be available on an active
5 channel during the second daypart.

1 33. The method of Claim 32, wherein the menu guide includes a menu content
2 portion navigation icon indicating when the menu content portion of the menu guide is
3 activated for navigation.

1 34. The method of Claim 33, wherein the menu content navigation icon
2 further comprises a plurality of elements indicating navigation of the menu content
3 portion of the menu guide.

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1 35. The method of Claim 2, further comprising the steps of:
2 accepting a command to designate a second channel as the active channel;
3 modifying the first menu guide content portion to present at least some of the
4 media program information describing at least one media program to be available on the
5 second channel during the first daypart.

1 36. The method of Claim 35, wherein the menu guide further comprises a
2 channel portion indicating an active channel and selectable channels, and the step of
3 accepting a command to designate a second channel as the active channel comprises the
4 steps of:
5 accepting a command to activate the channel portion of the menu guide; and
6 accepting a command to designate one of the selectable channels as the active
7 channels.

1 37. The method of Claim 35, wherein the selectable channels are selectably
2 organizable according to a sort selected from the sort group comprising:
3 alphabetical order, wherein each of the selectable channels is associated with a
4 unique alphabetical designator,
5 numerical order, wherein each of the selectable channels is associated with a
6 unique numerical designator
7 implicit user preference;
8 explicit user preference; and
9 at least one category, wherein at least some of the selectable channels are
10 members of the at least one category.

1 38. The method of Claim 37, further comprising the steps of:
2 accepting a command to organize the selectable channels according to the sort
3 selected from the sort group; and
4 organizing the selectable channels according to the selected sort.

1 39. The method of Claim 35, wherein the selectable channels are organized
2 according to a plurality of categories, and the method further comprises the steps of:
3 accepting a selection of a category from the plurality of categories;
4 modifying the first menu guide content portion to present at least some of the
5 media program information describing at least one media program to be available on the
6 channels belonging to the selected category during the first daypart.

1 40. The method of Claim 35, wherein the selectable channels are organized
2 according to a category selected from the category group comprising:
3 a movie category;
4 a pay per view category;
5 a news category; and
6 a sports category.

1 41. The method of Claim 40, wherein at least one of the categories further
2 comprises a plurality of subcategories.

1 42. The method of Claim 41, further comprising the steps of:
2 accepting a selection of a subcategory from the plurality of subcategories;
3 modifying the first menu guide content portion to present at least some of the
4 media program information describing at least one media program to be available on the
5 channels belonging to the selected subcategory during the first daypart.

1 43. The method of Claim 42, further comprising the step of:
2 selecting a second daypart;
3 providing a second menu guide, the second menu guide comprising the menu
4 guide content portion presenting at least some of the media program information
5 describing at least one media program to be available on the channels belonging to the
6 selected subcategory during the second daypart.

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1 44. The method of Claim 35, wherein the second channel is a channel
2 providing access to an interactive service.

1 45. The method of Claim 35, wherein the channel is a personal video recorder
2 (PVR) channel providing access to media programs recorded on the PVR, and the first
3 menu guide content portion describes at least one media program available on the PVR
4 channel.

1 46. An apparatus for providing media program information describing media
2 programs, comprising:
3 a receiver, having:
4 a tuner for receiving the media program and the media program
5 information,
6 a processor, communicatively coupled to the tuner, for providing a menu
7 guide having a menu guide content portion presenting at least some of the media program
8 information;
9 wherein the menu guide is selectable from a plurality of menu guides together
10 defining a media program information space segmented by a daypart via a command from
11 an input device communicatively coupleable with the receiver.

1 47. The apparatus of Claim 46, wherein the at least some media program
2 information describes at least one media program scheduled to be available on an active
3 channel during the first daypart.

1 48. The apparatus of Claim 47, wherein the menu guide further comprises a
2 channel portion indicating an active channel.

1 49. The apparatus of Claim 48, wherein the channel portion further indicates
2 selectable channels.

1 50. The apparatus of Claim 48, wherein the channel portion selectable
2 channels are organized according to a sort selected from the group comprising
3 alphabetical order, wherein each of the selectable channels is associated with a
4 unique alphabetical designator,
5 numerical order, wherein each of the selectable channels is associated with a
6 unique numerical designator
7 implicit user preference;
8 explicit user preference; and
9 at least one category, wherein at least some of the selectable channels are
10 members of the at least one category.

1 51. The apparatus of Claim 48, wherein the menu guide content portion is
2 synchronized with the channel portion so that the menu guide portion presents media
3 program information regarding at least one media program available during the first
4 daypart on the active channel.

1 52. The apparatus of Claim 48, wherein:
2 the input device further accepts a selection of one of the selectable channels as the
3 active channel; and
4 processor further provides the menu guide comprising the menu guide content
5 portion presenting media program information regarding at least one media program
6 available during the first daypart on the active channel.

1 53. The apparatus of Claim 49, wherein the menu guide further comprises a
2 picture in guide (PIG) portion.

1 54. The apparatus of Claim 53, wherein the PIG portion presents media
2 content for an active media program, wherein the active media program is a media
3 program currently provided on the active channel.

1 55. The apparatus of Claim 53, wherein the PIG portion presents media
2 program information regarding the media program currently provided on the active
3 channel.

1 56. The apparatus of Claim 47, wherein the menu guide content portion
2 comprises:
3 a first portion of the media program information describing at least one media
4 program available during the first daypart on the active channel.

1 57. The apparatus of Claim 56, wherein the menu guide content portion
2 comprises:
3 a plurality of portions of the media program information describing a respective
4 plurality of media programs available during the first daypart on the active channel.

1 58. The apparatus of Claim 57, wherein the plurality of portions of the media
2 program information describe all of the media programs available during the first daypart
3 on the active channel.

1 59. The apparatus of Claim 57, wherein the plurality of portions are scrollable
2 and each of the plurality of portions are selectable.

1 60. The apparatus of Claim 57, wherein:
2 the input device further accepts a command to select one of the plurality of media
3 programs available during the first daypart on the active channel; and
4 the processor further presents media program information further describing the
5 selected one of the media programs.

1 61. The apparatus of Claim 47, wherein the menu guide further comprises an
2 advertising content portion having advertising content.

1 62. The apparatus of Claim 61, wherein the advertising content is determined
2 by a provider of the media program provided on the active channel.

1 63. The apparatus of Claim 61, wherein the advertising content is contextually
2 related to the media program provided on the active channel.

1 64. The apparatus of Claim 61, wherein the advertising content is determined
2 according to user preferences.

1 65. The apparatus of Claim 61, wherein the advertising content is determined
2 according to user viewing habits.

1 66. The apparatus of Claim 61, wherein the advertising content is determined
2 according to the first daypart.

1 67. The apparatus of Claim 61, wherein the advertising content is user-
2 selectable and selecting the advertising content initiates contact with a vendor.

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1 68. The apparatus of Claim 47, wherein the menu guide content portion
2 comprises a plurality of portions of the media program information describing a
3 respective plurality of media programs available during the first daypart on the selected
4 channel, and wherein the input device further accepts:

5 a command to activate the menu guide content portion for navigation,
6 a command to scroll through the plurality of portions of the media program
7 information describing the respective plurality of media programs; and
8 a command to select one of the plurality of media programs.

1 69. The apparatus of Claim 68, wherein the processor further presents further
2 media program information regarding the selected one of the plurality of media programs.

1 70. The apparatus of Claim 68, wherein the input device further accepts an
2 input to designate the selected media program as the home media program.

1 71. The apparatus of Claim 68, wherein the input device further accepts an
2 input to designate the selected media program for recording.

1 72. The apparatus of Claim 46, wherein the first daypart is the current daypart.

1 73. The apparatus of Claim 46, wherein the first daypart is a selected daypart.

1 74. The apparatus of Claim 46, wherein the media program information is
2 wrappably scrollable in daypart increments in a time dimension and scrollable in a
3 channel dimension.

1 75. The apparatus of Claim 46, wherein:
2 the input device further accepts a selection of a second daypart from the media
3 program information space;
4 the processor further provides a second menu guide in response to the selection of
5 the second daypart from the media program information space, the second menu guide
6 comprising the menu guide content portion presenting at least some of the media program
7 information describing at least one media program scheduled to be available on an active
8 channel during the second daypart.

1 76. The apparatus of Claim 75, wherein:
2 the selected second daypart is temporally distant from the first daypart by a time
3 period selected from the group comprising:
4 a daypart;
5 a day;
6 a week;
7 a month; and
8 the selection of the second daypart from the media program information space is
9 accomplished with a single input.

1 77. The apparatus of Claim 75, wherein the input device further accepts a
2 command to activate the menu guide content portion of the menu guide for navigation,
3 and accepts a selection of a media program scheduled to be available on an active channel
4 during the second daypart.

1 78. The apparatus of Claim 77, wherein the menu guide includes a menu
2 content portion navigation icon indicating when the menu content portion of the menu
3 guide is activated for navigation.

1 79. The apparatus of Claim 78, wherein the menu content navigation icon
2 further comprises a plurality of elements indicating navigation of the menu content
3 portion of the menu guide.

1 80. The apparatus of Claim 47, wherein:
2 the input device further accepts a command to designate a second channel as the
3 active channel;
4 the processor further modifies the first menu guide content portion to present at
5 least some of the media program information describing at least one media program to be
6 available on the second channel during the first daypart.

1 81. The apparatus of Claim 80, wherein the menu guide further comprises a
2 channel portion indicating an active channel and selectable channels, and the input device
3 further accepts a command to activate the channel portion of the menu guide, and a
4 command to designate one of the selectable channels as the active channels.

1 82. The apparatus of Claim 80, wherein the selectable channels are selectably
2 organizable according to a sort selected from the sort group comprising:
3 alphabetical order, wherein each of the selectable channels is associated with a
4 unique alphabetical designator,
5 numerical order, wherein each of the selectable channels is associated with a
6 unique numerical designator
7 implicit user preference;
8 explicit user preference; and
9 at least one category, wherein at least some of the selectable channels are
10 members of the at least one category.

1 83. The apparatus of Claim 82, wherein:
2 the input device further accepts a command to organize the selectable channels
3 according to the sort selected from the sort group; and
4 the processor further organizes the selectable channels according to the selected
5 sort in response to the command to organize the selectable channels according to the sort
6 selected from the sort group.

1 84. The apparatus of Claim 80, wherein the selectable channels are organized
2 according to a plurality of categories, and wherein:
3 the input device further accepts a selection of a category from the plurality of
4 categories;
5 the processor further modifies the first menu guide content portion to present at
6 least some of the media program information describing at least one media program to be
7 available on the channels belonging to the selected category during the first daypart in
8 response to the selection of a category from the plurality of categories.

1 85. The apparatus of Claim 80, wherein the selectable channels are organized
2 according to a category selected from the category group comprising:
3 a movie category;
4 a pay per view category;
5 a news category; and
6 a sports category.

1 86. The apparatus of Claim 85, wherein at least one of the categories further
2 comprises a plurality of subcategories.

1 87. The apparatus of Claim 86, wherein:
2 the input device further accepts a selection of a subcategory from the plurality of
3 subcategories;
4 the processor further modifies the first menu guide content portion to present at
5 least some of the media program information describing at least one media program to be
6 available on the channels belonging to the selected subcategory during the first daypart.

1 88. The apparatus of Claim 87, wherein:
2 the input device further accepts a selection of a second daypart; and
3 the processor further provides a second menu guide, the second menu guide
4 comprising the menu guide content portion presenting at least some of the media program
5 information describing at least one media program to be available on the channels
6 belonging to the selected subcategory during the second daypart.

1 89. The apparatus of Claim 80, wherein the second channel is a channel
2 providing access to an interactive service.

1 90. The apparatus of Claim 80, wherein the channel is a personal video
2 recorder (PVR) channel providing access to media programs recorded on the PVR, and
3 the first menu guide content portion describes at least one media program available on the
4 PVR channel.

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1 91. A method of presenting advertising in a menu guide, comprising the steps
2 of:

3 accepting advertising media content and a media program from a media content
4 provider; and

5 providing the media program information to a subscriber on an active channel;

6 and

7 providing a menu guide selected from a plurality of menu guides together defining
8 a media program information space segmented by daypart, wherein the menu guide
9 includes a menu guide content portion presenting at least some of the media program
10 information for at least one media program scheduled to be available on the active
11 channel during a daypart selected from a current daypart and a selected daypart.

1 92. A menu guide for presenting media program information, comprising:

2 a menu guide content portion presenting at least some of the media program
3 information; and

4 wherein the menu guide is selected from a plurality of menu guides together
5 defining a media program information space segmented by a daypart.

1 93. The menu guide of Claim 92, wherein the menu guide content portion
2 presents media program information describing at least one media program scheduled to
3 be available on an active channel.

1 94. A method of presenting media program information describing at least one
2 media program, comprising the steps of:

3 accepting a command to access the media program information at a time of day;

4 determining a first daypart selected from the group comprising a current daypart
5 defined from the time of day and a selected daypart; and

6 providing a menu guide having menu guide content including media program
7 information, the media program information describing at least one media program
8 scheduled to be available during the first daypart.

- 1 95. The method of Claim 94, wherein the menu program information is further
- 2 based on the time of day.

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